



Connected business

Connections are everything in business. The best work happens when the right people and organisations are brought together to achieve more than they could do alone. Leveraging diverse perspectives that challenge you to think differently can prove the difference between success and failure. At the heart of these connections is the technological infrastructure that enables us to collaborate. These IoD Open House events will help you discover how connectedness will shape the future and help business grow.

- Cyber in the boardroom
- How AI can help SMEs
- The impact and benefits of the new 5G network
- Boosting productivity through technology
- The importance of 'connectedness' for remote & flexible working
- Talent acquisition and recruitment

Birmingham	10-Jul	National Conference Centre
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Connected business roadshow	
13:00	Registration – tea, coffee and pastries
13:30	Welcome by the Event Chair <i>Molly Thompson, Community Engagement Officer at Silicon Canal</i>
13:40	The Government's Industrial Strategy Nick's talk about the Government's Industrial Strategy will focus on infrastructure, digital and business environment issues. He will look at driving up improvements to the country's digital and travel networks. This will be illustrated by examples of partnerships between government and industry through recently launched sector deals. The focus on skills, leadership and productivity will be crucial to supporting this agenda. He will talk about the 4 Grand Challenges within the Industrial Strategy that have been selected to put the UK at the forefront of the industries of the future. <i>Nick Chism, Director General Enterprise, BEIS</i>
13:55	Cyber in the boardroom, how do I know our defences are good enough Boards can't see cyber, as they get objective data on revenue, share price, and market share. This sort of information helps to protect the assets of the business, evaluate performance of the exec team, and set the business plan. Cyber Security is invisible in most boardrooms, yet Digital has made the invisible now visible. With digital advertising, this saying is now a thing of the past – "half of the money I spend on advertising is wasted I just don't know which half". The digital model of advertising tells us what is useful of our marketing spending. You don't send someone with a billboard - come and by our soap, or protect an organisation by having a man with a knife against a set of Russian hackers.

	<p>We can showcase dashboards to executive teams like we're doing for Tesco, Virgin Money, and Vodafone, etc. Such dashboard show: here are the vulnerabilities today, here is how we compare with our competitors, here is how we compare with our suppliers, here is how our supplier compare against one another. These are the kinds of dashboards experts should have.</p> <p><i>Anjola Adeniyi, Technical Account Manager, Securonix</i></p>
14:15	<p>How can AI help SMEs? Nobody knows quite where AI will lead us, but we do know that if businesses don't embrace new technologies they won't survive. But many companies don't know where to start or which technologies to embrace. Organisations that try to bite off too much at the start of their Intelligent Automation journey typically fail to realise returns on their investments for two to three years, by which time funding has dried up. This session will help to breakdown the scary bits and let you into the world of AI benefits.</p> <p><i>Dr. Maya Dillon, UK Lead for AI and Azure, Microsoft</i></p>
14:35	<p>Cyber risk - what does it mean and how does it work? In this session, Andy will show how you it is now possible to gain a simple understanding of the cyber risks that could affect your organisation. He will demonstrate live examples of how email fraud and spoofing works from a hackers point of view and more importantly give clear and simple guidance on how you can begin to manage and mitigate these risks.</p> <p><i>Andy Thomas, CEO, Kynd</i></p>
14:55	Refreshments
15:25	<p>The impact and benefits of 5G to business in the West Midlands Last September the West Midlands defeated rival bids from 18 other regions and cities to become the UK's first multi-city 5G testbed. Higher speed, lower latency and greater capacity, including for the Internet of Things (IoT), are all going to be key features of this fifth generation of wireless communication. 5G, unlike previous generations, is expected to impact not only mobile consumers, but also businesses, facilitating innovation and enabling new services which could be critical to the productivity and success of UK Industry as a whole. This session aims to provide delegates an introduction to 5G, progress in the UK, the potential it has to transform your business, and how you can find out more.</p> <p><i>Dr Omkar Chana, Programme Director of the Citizen Wellbeing workstream, WM5G</i></p>
15:45	<p>Panel session: Boosting productivity through technology This discussion will focus on the pros and cons of utilizing technology to boost efficiency and productivity and give advice and support on how to do this through upskilling and enhancing people's leadership and management skills.</p> <p><i>Molly Thompson, Community Engagement Officer at Silicon Canal (Chair)</i> <i>Tom Hadley, Director of Policy & Campaigns, Recruitment & Employment Confederation (REC)</i> <i>Chris Roberts, Head of Transactions, Code Investing</i> <i>Sharon Kirby, Sales Director, Hastee Pay</i> <i>Andy Thomas, CEO, Kynd</i></p>
16:30	<p>Roundtable workshops</p> <ol style="list-style-type: none"> <p>1. Remote and Flexible Working Technological advancements and shifts in workplace culture are transforming the world of work. Remote, and more widely flexible, work is increasingly becoming the norm for many individuals. Employers are increasingly recognising that workplace flexibility can have positive effects on both their employees and organisations but it can still be seen as taboo.</p> <p><i>Kamile Stankute, Parliamentary Affairs Officer, IoD</i></p> <p>2. Talent Acquisition and Retention for the Tech Sector With new technology comes opportunity to enhance, streamline, and scale activities – but in order to benefit from these technologies, businesses need to employ talent with the skills to use them. The demand for skilled and experienced IT and technology professionals has never been higher but the problem, however, is supply. This roundtable workshop is designed to give you some top tips on how to recruit and retain top tech talent.</p> <p>Tom Hadley, Director of Policy & Campaigns, Recruitment & Employment Confederation (REC)</p>
17:30	

	<p>3. Executive leadership during a breach, responding to the cascade of commercial consequences during a cyber crisis</p> <p>As a senior executive, you confront the challenge of our generation: cyber-attacks that get through. Reputations are ruined, revenues are compromised and operations are overwhelmed at organisations like yours, when executives are unprepared for the commercial consequences of a breach. This Executive Simulation helps participants engage at Board level, to lead business recovery after defenses have failed. It covers PR, Customer Service, Finance, Human Resources, Investor Relations, and other functions that must respond effectively in a cyber crisis.</p> <p>The simulation is based on learnings from over 100 major data breaches. It covers:</p> <ul style="list-style-type: none"> • Why shock and ambiguity are common responses in the Boardroom • Where command & control systems are stressed after a major breach • Who expects what, among regulators, customers, partners and police • How the exponential growth in cyber-attacks puts your job on the line • What to do today, to protect yourself from cyber-attacks of tomorrow <p>Participants will learn:</p> <ul style="list-style-type: none"> - The 8 instinctive errors that exacerbate cyber incidents - The 4 gaps that stop companies responding effectively - The 3 lies that executives tell themselves during a breach <p>Anjola Adeniyi, Technical Account Manager, Securonix</p> <p>4. How to choose the right IT infrastructure when expanding your business</p> <p>With mounting pressure on organisations to keep overhead costs down, what are the financial and operational challenges a business needs to consider when choosing their IT infrastructure? We'll be discussing the delicate balance between initial outlay and total cost of ownership, the true cost of support, and how choosing the right device can impact your IT personnel.</p> <p>Tim Bodill, Enterprise Business Director & Dave Hornby, Apple Enterprise Architecture Director – Jigsaw24</p> <p>Summary from each Roundtable Chair back to the room Chairman's closing remarks</p>
17:45	Drinks reception hosted by Code Investing
19:00	Close of event